

# INBOUND TELEPHONY



The distribution, routing and management of incoming customer calls ensures the interaction is handled according to agreed business rules in the most efficient manner, providing the agent with all the necessary information to handle the call.

## Intelligent routing

Distribute incoming calls into a universal queue that is interrogated to meet distribution rules based on dialled number (DNIS), the caller's number (ANI), customer profile (from CRM/database), service level, agent skills and agent availability.

## Workflow

Routing strategies are accomplished by a GUI driven workflow that covers each incoming call. The workflow defines the routing rules.

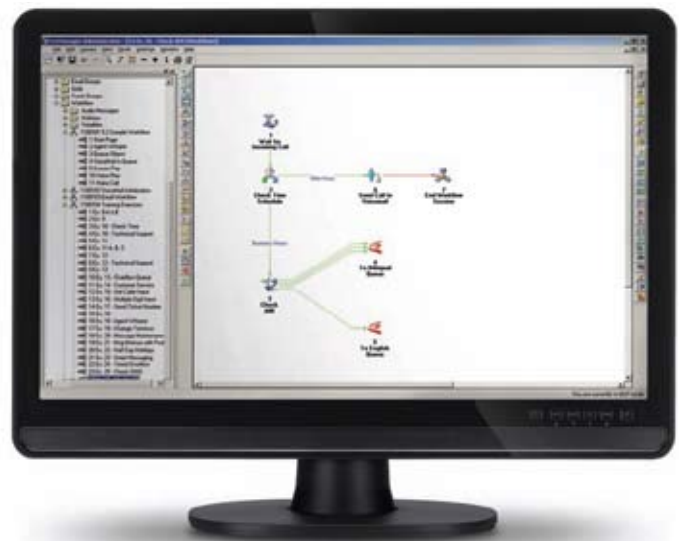
## Intelligence gathering

With the use of an IVR, the calling party can be played messages and inputted tone-based replies. Alternatively, by using speech recognition, the caller can speak a response to an IVR prompt.

This information can be used to look up further detail from the CRM/database to dynamically change the routing or provide the agent with additional information. When the call is delivered to an agent, a screen will be "popped". The screen will provide the data for the agent to handle the call correctly.

## Key features

Every customer is different, so the workflow editor at the heart of ICE controls all aspects of contact management, with drag and drop functionality helping you execute changes and priorities fast, giving you unrestricted control.



# Inbound Telephony

## Improved customer service

Routing that ensures customers receive the right level of service from the most appropriate agent in the optimum time frame.

## Self service

Text-to-speech can play back detailed information obtained from the CRM/database without the need for agent interaction.

## Customised solution

A highly customisable solution that allows a routing strategy to be adjusted per interaction. It is possible to personalise the routing according to the value of the customer. It is also possible to use dynamic routing to adjust the strategy to meet the state of the call centre.

## Speech recognition

Direct the call with a simple spoken word or phrase. Uniquely, ICE can play unrecognisable requests to an agent for re-direction without the caller's knowledge, improving the customer's experience.

## Real-time visibility

See all agents and queues at a glance on one display. React to unusual circumstances or see the workflow react to the incoming call and monitor the results.

## CRM/database integration

We can probe any CRM or Database to select and insert information all from within the graphical design tool.